

**REMARKS**

Applicants thank the Examiner for the courtesy extended to Applicants' representative in an interview held June 18, 2004. By this Amendment, Applicants have amended claims 2, 7, and 16, and cancelled claim 6. Claim 1 was previously cancelled. In the Final Office Action, the Examiner rejected claims 2-8, 12, 13, and 16-20 under 35 U.S.C. § 103(a) as being obvious over *LeMole et al.*, U.S. Patent No. 6,009,410 in view of *Eldering*, U.S. Patent No. 6,560,578. The Examiner also rejected claims 9, 10, 14, and 15 under 35 U.S.C. 103(a) as being obvious over *LeMole et al.* and *Eldering* further in view of *Landsman et al.*, U.S. Patent No. 6,317,761. Finally, the Examiner rejected claim 11 as being obvious over *LeMole et al.* and *Eldering* further in view of *d'Eon et al.*, U.S. Patent No. 6,006,197.

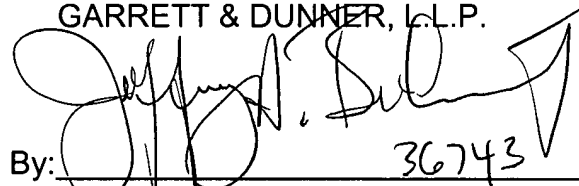
To establish a *prima facie* case of obviousness under 35 U.S.C. § 103(a), the reference or references, taken alone or combined, must teach or suggest each and every element recited in the claims. M.P.E.P. § 2143.03 (8<sup>th</sup> ed. 2001, Revised February 2003). During the interview, the Examiner agreed that the cited references do not disclose or suggest an ad attribute profile comprising a measure of uncertainty that is inversely proportional to a number of times an advertisement has been served. By this Amendment, Applicants have amended independent claims 2 and 16 to recite an ad attribute profile comprising a measure of uncertainty that is inversely proportional to a number of times an advertisement has been served. Because the cited references do not teach or suggest at least this claim element, Applicants request the withdrawal of the section 103 rejections of claims 2 and 16, and the claims that depend therefrom.

In view of the foregoing amendments and remarks, Applicants respectfully request the continued examination of this application and the timely allowance of the pending claims.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

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By: 36743

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